Recipes You'll Like

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THE purposes of this little recipe book are twofold . . . first, to give you a choice collection of recipes for a number of delectable dishes, dishes which we know you will like and will serve over and over again. Secondly, to show you how Maggi's Seasoning is used in various types of dishes and also to prove to you the important role which Maggi's Seasoning plays in strengthening and accentuating the delicious, natural flavors of all foods with which it is used.

Do not limit your use of Maggi's Seasoning to just the recipes in this little book . . . for Maggi's Seasoning has its place in practically every recipe you use. If you have some particularly favorite recipes of your own, and who of us haven't, we would suggest that the next time you use them you purposely add a few dashes of Maggi's Seasoning. We are certain that you will be pleasantly surprised at the marked flavor improvement.

All of these recipes have been thoroughly tested in our test kitchens . . . they are extremely easy to follow and we know that you will be delighted with them.

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Canapes

Canapes—the popular appetizer to serve with cocktails before dinner or in their more elaborate form as a first course—depend upon their seasoning for their individuality. The addition of Maggi's Seasoning to the creamed butter which is usually used to spread the rounds of bread or toast, the foundation of canapes, gives the final savory touch.

CREAM CHEESE CANAPE

Cream 2 tablespoons of butter with 1 package of cream cheese, add a few dashes of Maggi's Seasoning and mix well. Spread on rounds of bread. Garnish with tiny slices of green peppers in a design.

TOMATO FIRST COURSE CANAPE

Cream 2 tablespoons of butter with a few dashes of Maggi's Seasoning and use to spread rounds of toast. Arrange on a bed of lettuce and cover with a slice of tomato, a slice of hard-cooked egg, a spoonful of mayonnaise (see page 5), and a teaspoon of caviar. Serve as a first course at dinner or luncheon.

TOASTED CHEESE CANAPE

Season ½ cup of strained soft cheese with a few dashes of Maggi's Seasoning and paprika. Spread on finger-lengths of bread and toast or bake in a hot oven 450° F. until cheese melts. Garnish with an overlapping row of sliced stuffed olives.

ANCHOVY CANAPE

Cream 2 tablespoons of butter with a few dashes of Maggi's Seasoning, and spread on rounds of bread. Over this form a lattice with split anchovy fillets. Arrange on lettuce, garnish with sour cream dressing (see page 5), and serve as a first course canape.

NOTE FOR ALL RECIPES—The cup used in these recipes is the standard ½ pint measuring cup and all measurements are level. The recipes are for 6 portions.

Soups

Seasoning is perhaps more important in soup making than in any other item of cooking. Maggi's Seasoning blends perfectly with any soup and enhances its natural flavor without altering or covering it. The addition of Maggi's Seasoning to soups that are thin and "watery" will promptly give them proper strength and deliciousness.

STANDARD RECIPE FOR CREAM SOUPS

1½ to 2 cups raw vegetable pulp
1 tablespoon minced onion
3 tablespoons butter
3 tablespoons flour
½ teaspoon salt
Pepper
3 cups milk
Seasoning to taste
Several dashes of Maggi's Seasoning

Cook the vegetable with the onion and a dash of salt until tender. Rub through a sieve and add the pulp to the white sauce. Add the seasoning and more milk if necessary. Spinach, lettuce, onions, corn, peas, and other vegetables may be used. The onion may be omitted.

To make the white sauce, melt butter, stir in flour and seasoning, add milk and stir over fire until smooth and thick.

MUSHROOM SOUP

1 teaspoon chopped onion
4 tablespoons butter
2 cups sliced mushrooms
4 tablespoons flour
1 teaspoon salt
Pepper
2 cups milk
2 cups mushroom stock
Several dashes of Maggi's Seasoning
Whipped cream

Cook onion in butter one minute. Wash, slice and chop mushrooms, caps and tender parts of stems fine, and cook with onion three minutes. Add flour, salt and pepper and stir well until blended. Add milk and stock and stir until mixture boils. Add Maggi's Seasoning to taste. Whipped cream may be served on top of each cup or plate of soup.

CRAB BISQUE

¾ cup canned crab
1 pint milk
1 slice onion
3 tablespoons butter
1½ tablespoons flour
½ teaspoon salt
Pepper
Nutmeg
A few dashes of Maggi's Seasoning

Rub crab meat through sieve. Scald milk with onion. Add crab meat, butter, and flour rubbed together. Add salt, pepper, nutmeg and Maggi's Seasoning.

TOMATO JUICE COCKTAIL

2 cups tomato juice
1 teaspoon salt
1 tablespoon vinegar
1 teaspoon Worcestershire Sauce
A few dashes of Maggi's Seasoning

Mix all the ingredients, shake with cracked ice and serve in cocktail glasses.

CORN AND POTATO CHOWDER

1 medium-sized onion
1 tablespoon butter
Salt
Pepper
½ teaspoon paprika
1 cup boiling water
1 cup potatoes, diced
3 cups milk
1 cup canned corn
Maggi's Seasoning

Slice onion thin and brown in the butter, add the salt, pepper and paprika, boiling water and potatoes, and cook until potatoes are soft. Add milk, corn, and more salt if needed. Bring to the boiling point, finish with addition of a few dashes of Maggi's Seasoning and serve.

Gravies and Sauces

A sauce or gravy adds the final taste of flavor to all vegetable, egg, fish or meat dishes. The addition of Maggi's Seasoning gives that subtle touch to any sauce or gravy which instantly elevates it from the commonplace to the peak of perfection. Weak sauces or gravies are immediately strengthened by a few dashes of Maggi's Seasoning.

BROWN GRAVY

Remove roast from pan. Pour off any extra fat, leaving about one-fourth cup in the pan. Add one-quarter cup of flour, brown, and stir until smooth; add two cups of cold water and cook, stirring constantly until it boils. Keep boiling one minute and assure flavor perfection with a few dashes of Maggi's Seasoning.

SAUCE TARTARE

½ cup mayonnaise
1 tablespoon chopped pickle
1 tablespoon chopped olives
Maggi's Seasoning

When ready to serve add the other ingredients to the mayonnaise. The further addition of one chopped caper and one-half chopped onion will increase the piquancy. Refine with a few dashes of Maggi's Seasoning and serve with fish, soft shelled crabs or cold meat.

WHITE SAUCE

2 tablespoons butter
2 tablespoons flour
½ teaspoon salt
Pepper
1 cup milk
Maggi's Seasoning

Melt the butter. Stir in flour, salt and pepper. Add milk, stir over fire until smooth and thick. Boil one minute, stir in a few dashes Maggi's Seasoning.

For Mornay Sauce add one-half cup grated cheese and stir until melted.

For Soubisse Sauce add one-half cup cooked and mashed onion.

CHICKEN FRICASSEE GRAVY

After chicken is tender remove from stock. To each two cupfuls of liquid add one-fourth cup of flour which has been mixed with enough cold water to pour easily. Let come to a boil. Boil three minutes, finish with addition of a few dashes of Maggi's Seasoning and serve.

HOLLANDAISE SAUCE

½ cup butter
2 egg yolks
1 tablespoon lemon juice
½ cup boiling water
Maggi's Seasoning

Divide butter into two pieces, put one piece in saucepan with yolks of eggs and lemon juice, place saucepan in a larger one containing boiling water, stir constantly until butter is melted, add second piece of butter. When melted add water, stir until thick, remove from fire and season with a few dashes of Maggi's Seasoning.

Salads and Salad Dressings

Maggi's Seasoning has the special property of blending other seasonings into a perfect dressing. A few dashes of Maggi's Seasoning stirred into your own usual dressing will make it ever so much more delightful.

FRENCH DRESSING

1 teaspoon salt
½ teaspoon mustard
Paprika
½ teaspoon sugar
½ cup salad oil
2 tablespoons vinegar
Several dashes of Maggi's Seasoning

Mix dry ingredients and add to oil. Add vinegar and a few dashes of Maggi's Seasoning and stir or shake in covered jar until the dressing thickens.

CHEESE BALL SALAD

2 grapefruit or 1 can of grapefruit
Lettuce
2 packages cream cheese
1 tablespoon cream
Several dashes of Maggi's Seasoning
Paprika
French Dressing

Arrange chilled grapefruit sections on a nest of lettuce and garnish with tiny balls of cream cheese which has been mixed with cream and a few dashes of Maggi's Seasoning before making into balls and rolling in paprika. Serve with French Dressing.

MAYONNAISE

½ teaspoon mustard
1 teaspoon salt
Cayenne
½ teaspoon sugar
1 egg yolk
A few dashes Maggi's Seasoning
Lemon juice
Vinegar
1 cup salad oil

Mix dry ingredients and add yolk of egg and Maggi's Seasoning. Mix well and add one-half teaspoon vinegar. Add oil gradually, drop by drop at first, then more quickly, beating constantly with a beater. As mixture thickens, thin with lemon juice or vinegar and continue adding oil until dressing is very thick.

STUFFED EGG SALAD

6 hard boiled eggs
½ teaspoon mustard
½ teaspoon sugar
1 teaspoon salt
Pepper
Paprika
1 tablespoon vinegar
Several dashes of Maggi's Seasoning
Stuffed Olives
Lettuce

Cut eggs in halves crosswise. Remove yolks, mash, and add mixed mustard, sugar, salt, pepper, paprika, vinegar and Maggi's Seasoning. Refill whites, sprinkle with paprika, garnish with sliced stuffed olives, place on lettuce leaves and serve with mayonnaise.

SOUR CREAM DRESSING

½ cup sour cream
1 tablespoon tarragon vinegar
1 tablespoon chopped chives or onions
½ teaspoon salt
Pepper
Paprika
A few dashes Maggi's Seasoning

Beat the ingredients together with an egg-beater and serve with cucumbers or cabbage.

Luncheon Dishes

Many luncheon dishes owe their success to a perfect blending of seasonings which must be so well done that they form a harmonious combination. Maggi's Seasoning will be found a most desirable addition to the flavor of all dishes of the type for which the following recipes are given.

BAKED CHEESE

½ pound fresh cheese
1 teaspoon salt
½ teaspoon mustard
Paprika
Several dashes of Maggi's Seasoning
1 egg
½ to 1 cup milk

Cut the cheese in small pieces. Place in a greased pie pan. Sprinkle with the mixed salt, mustard, paprika and a few dashes of Maggi's Seasoning. Break the egg over this. Add enough milk to cover. Bake in a moderate oven 350° F. ten to fifteen minutes until the cheese is melted and a slightly brown crust is formed. Serve at once.

BAKED OMELET

1½ cups milk
¾ teaspoon salt
3 tablespoons cornmeal
3 eggs
Several dashes of Maggi's Seasoning

Scald the milk in a double boiler, add the salt and cornmeal. Stir until thick, then cook for thirty minutes. Add to the beaten yolks of eggs. Add a few dashes of Maggi's Seasoning. Fold in the stiffly beaten egg whites. Pour into a greased baking dish and bake in a moderate oven 350° F. until firm, thirty minutes.

NOODLE RING

Boil one package of noodles in boiling salted water until tender. Drain, add one-fourth cup of melted butter, salt, pepper and a few dashes of Maggi's Seasoning to taste. Press noodles into ring mold, set in pan of hot water and cook ten minutes. Turn out of mold and fill center with creamed mushrooms or with spinach or with creamed carrots and celery.

FLUFFY EGGS

6 slices toast
½ cup grated cheese
6 eggs
½ teaspoon salt
Paprika
Several dashes of Maggi's Seasoning

Toast the bread on one side, place in a baking dish, sprinkle the untoasted side with cheese, reserving half the amount. Separate the whites of eggs from the yolks, putting the whites together in a bowl and dropping each yolk on a piece of toast. Beat the whites with the salt and a few dashes of Maggi's Seasoning and pile around the yolks. Sprinkle with cheese and paprika and bake in a moderate oven 350° F. until the eggs are set.

CHICKEN TIMBALES

3 tablespoons butter
½ cup soft bread crumbs
1 cup milk or light cream
Salt
Pepper
1 small can chicken or 1 cup cooked chicken
1 pimiento
2 eggs
Several dashes of Maggi's Seasoning

Cook butter, crumbs, milk, or cream, salt and pepper together until a smooth paste has formed. Chop the chicken and pimiento very fine and add to the sauce. Add the eggs, slightly beaten, and a few dashes of Maggi's Seasoning and pour into greased individual molds. Set in a pan of hot water and bake in a moderate oven 325° F. about twenty-five minutes until set like custard. Turn out and serve, with a mushroom or tomato sauce or creamed peas.

CREAMED MUSHROOMS

1 pound mushrooms
¼ cup butter
4 tablespoons flour
1 teaspoon salt
Pepper
Paprika
2 cups milk and mushroom stock
Several dashes of Maggi's Seasoning

Wash, stem and pare mushrooms. (If very fresh and tender, mushrooms need not be pared.) Cover stems with cold water and bring to boil. Let simmer twenty minutes. Heat butter in heavy frying pan and cook mushroom caps in this on both sides about five minutes. Sprinkle with flour, salt, pepper and paprika and stir until flour and butter are well blended. Measure stock and add milk enough to make two cups. Add to mushrooms, and stir over low fire until smooth and thick. Cook three minutes, add a few dashes of Maggi's Seasoning and serve on toast.

WELSH RAREBIT

1 tablespoon butter
1 teaspoon cornstarch
½ cup milk
½ pound fresh American cheese cut in small pieces
¼ teaspoon salt
½ teaspoon mustard
Few grains cayenne
Several dashes of Maggi's Seasoning
Toast or crackers

Melt the butter, add the cornstarch, and stir until well mixed, then add the milk gradually while stirring constantly, and cook two minutes. Add the cheese, salt, mustard and cayenne, and stir until the cheese is melted. Add a few dashes of Maggi's Seasoning, mix well, and serve at once upon slices of hot toast or upon crackers.

CHEESE SOUFFLÉ

1 cup milk
3 tablespoons granulated tapioca
1 cup grated cheese
1 teaspoon salt
Few grains cayenne
Few grains mustard
3 eggs
Several dashes of Maggi's Seasoning

Scald milk in double boiler, add tapioca and cook fifteen minutes, stirring frequently. Add cheese, salt, cayenne and mustard mixed together and stir until melted. Stir into egg yolks, beaten until light, and add a few dashes of Maggi's Seasoning. Beat egg whites until stiff and fold lightly into the cheese mixture. Turn into greased baking dish, set in a pan of hot water and bake in a moderate oven 375° F. for thirty-five to forty minutes.

FRENCH OMELET

6 eggs
6 tablespoons milk or light cream
½ teaspoon salt
Pepper
Several dashes of Maggi's Seasoning
1 tablespoon butter

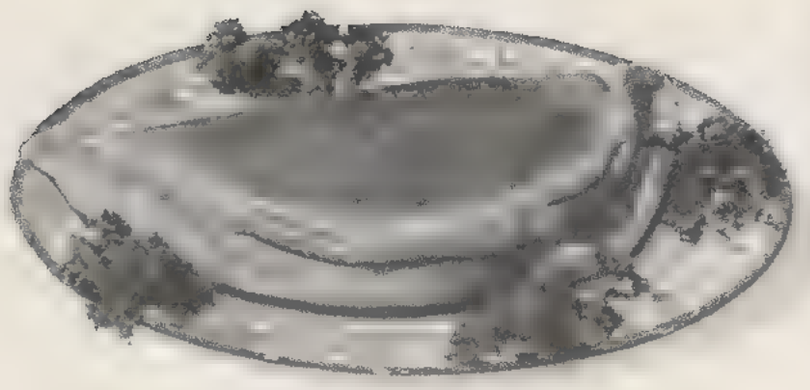
Beat the eggs slightly, add the water and the salt, pepper, and a few dashes of Maggi's Seasoning. Melt the butter in hot frying pan and pour in the mixture. Cook gently over a low fire until firm, then with a knife lift the edges and let the liquid run underneath. Brown on the bottom, fold and roll on to a hot platter. Garnish with parsley or slices of cooked bacon.

Omelets may be served with creamed mushrooms, chicken or fish to which a dash of Maggi's Seasoning has been added.

SALMON LOAF

2 cups cooked salmon, fresh or canned
2 eggs
½ cup fine bread crumbs
4 tablespoons butter
½ teaspoon salt
Pepper
Several dashes Maggi's Seasoning
Lemon
Minced Parsley
Cream Sauce

Flake the fish. Add the eggs beaten lightly, bread crumbs, melted butter, salt, pepper and a few dashes of Maggi's Seasoning. Put in a greased mold and cover closely and steam for an hour. Turn out on a platter, garnish with slices of lemon, parsley and pour white sauce (see page 4) around the mold.



CREAMED OYSTERS WITH CELERY

2 dozen oysters
1 cup diced celery
1½ cups white sauce
A few dashes of Maggi's Seasoning

Clean the oysters and cook over a low fire until the edges curl. Add the oysters and the diced celery to the white sauce (see page 4) which has been seasoned with a few dashes of Maggi's Seasoning. When hot pour over slices of toast. The celery may be omitted and one-fourth teaspoon of celery salt added.

SCRAMBLED EGGS

6 eggs
½ cup milk
½ teaspoon salt
Pepper
Several dashes of Maggi's Seasoning
1 tablespoon butter

Beat the eggs slightly, add the milk and the salt and pepper. Melt the butter in frying pan, add the egg mixture and cook over moderate heat. As it becomes firm scrape from the bottom of the pan. Continue to do this until the whole is thick and creamy. Finish with a few dashes of Maggi's Seasoning and serve plain or on toast.

Vegetables

A perfectly cooked vegetable deserves a perfect sauce. Vegetables may be delightfully varied by the use of different dressings. To any of these dressings Maggi's Seasoning will be found to be a most savory and welcomed addition.

CORN PUDDING

2 cups grated corn or
1 can whole kernel corn
1 pimiento, minced
1 teaspoon sugar
1 teaspoon salt
3 eggs
Several dashes of Maggi's Seasoning
2 cups milk
1 tablespoon melted butter

Cut corn from cob to one-half depth of kernel. Scrape out the remainder of the pulp. Mix all ingredients and a few dashes of Maggi's Seasoning well together, pour the mixture into a greased baking dish, set in a pan of hot water and bake in a moderate oven 375° F. until firm, about forty minutes.

BAKED CARROTS

2 bunches carrots
¾ teaspoon salt
Pepper
2 tablespoons butter
Several dashes of Maggi's Seasoning
1 cup milk
Bread crumbs

Slice the carrots and put in a greased casserole. Season with salt, pepper, butter and a few dashes of Maggi's Seasoning. Pour the milk over the carrots, cover with fine bread crumbs and bake slowly in a moderate oven 375° three-quarters of an hour.

SCALLOPED STRING BEANS

¾ pound string beans or
1 can string beans
3 tablespoons butter
3 tablespoons flour
½ teaspoon salt
Pepper
1½ cup milk
A few dashes of Maggi's Seasoning
¾ cup buttered crumbs
Paprika

Cut the beans in inch-long pieces and cook in a small amount of boiling water until tender, about thirty minutes. Make a white sauce of the other ingredients: melt the butter, stir in the flour and seasoning and when smooth add the milk. Stir until smooth and thick and add a few dashes of Maggi's Seasoning. Mix with the beans and place in a greased baking dish. Sprinkle with buttered crumbs and paprika and bake in a moderate oven 375° F. fifteen minutes.

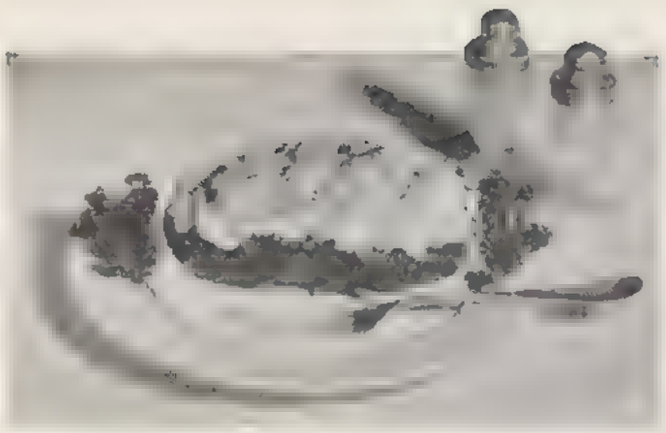
BROWNED CRUMBS

Melt 1 tablespoon of butter and stir into this ½ cup of fine dry bread crumbs. Stir until crumbs are light brown. Add ¼ cup butter and a few dashes of Maggi's Seasoning and stir until butter is melted. Serve with cauliflower, brocolli, or asparagus.

STUFFED TOMATOES

6 tomatoes
1 cup soft bread crumbs
2 tablespoons butter
Salt and pepper
A few dashes of Maggi's Seasoning

Hollow out tomatoes and reserve pulp to mix with bread crumbs, melted butter, salt, pepper and a few dashes of Maggi's Seasoning. Stuff tomato shells and bake in a hot oven 450° F. fifteen minutes until crumbs are brown. This same mixture may be used to stuff egg plant or green peppers which should be parboiled ten minutes before pulp is removed. Double amounts for stuffing six peppers.



STUFFED BAKED POTATOES

6 potatoes
3 tablespoons butter
Salt
Pepper
½ cup milk
1 tablespoon minced parsley or chives and paprika
Several dashes of Maggi's Seasoning

Select potatoes of even size. Wash and grease skins lightly. Bake in a hot oven 450° F. for twenty minutes. Lower temperature to 375° F. and continue baking until potatoes are soft, when pressed in a towel. Remove from oven. Cut slice from side. Remove contents, put through ricer, add butter, salt, pepper or paprika and parsley or chives and Maggi's Seasoning and hot milk and beat until fluffy. Fill shells with this mixture, sprinkle with grated Parmesen cheese and return to a hot oven 450° F. to brown.

BLACK BUTTER

Melt and brown lightly ¼ cup of butter. Add a few dashes of Maggi's Seasoning and serve with fish, steak, asparagus or cauliflower.

SPINACH RING

4 cups cooked spinach
¼ cup butter
Salt
Pepper
Several dashes of Maggi's Seasoning
Creamed vegetable or meat

Drain spinach, chop and season with butter, salt, pepper and a few dashes of Maggi's Seasoning. Press into a ring mold and steam until ready to serve. Turn out on platter and fill with any creamed meat, or vegetable such as beets, carrots or mushrooms. Garnish with lemon dipped in minced parsley.

CREAMED POTATOES

3 cups cooked potatoes
1½ cups thin white sauce (page 4)
Several dashes of Maggi's Seasoning
1 cup buttered bread crumbs

Cut the potatoes into dice or slices. Arrange in a buttered baking dish, pour over them the white sauce to which have been added a few dashes of Maggi's Seasoning. Cover with buttered crumbs and bake until brown in a hot oven 450° F.

LEMON BUTTER

Melt ¼ cup of butter, add 1 tablespoon lemon juice, a few dashes of Maggi's Seasoning and a dash of paprika. Serve with cooked cauliflower, asparagus, carrots or other vegetables.

Sandwiches

Sandwiches owe their high place in favor to their appetizing fillings. Maggi's Seasoning will be found the invaluable seasoning to combine with the creamed butter used for spreading the bread or toast, or to mix with the mayonnaise used to moisten the minced material used for fillings.

EGG SANDWICHES

4 hard cooked eggs
2 stalks celery
Salt
Pepper
Paprika
A few dashes of Maggi's Seasoning
Mayonnaise
Buttered whole wheat bread
Watercress

Mince eggs and celery and season with salt, pepper or paprika and a few dashes of Maggi's Seasoning. Mix with mayonnaise to moisten and put between buttered slices of whole wheat bread. Cut into slices or rounds and garnish with sprigs of watercress.

WATERCRESS BUTTER SANDWICHES

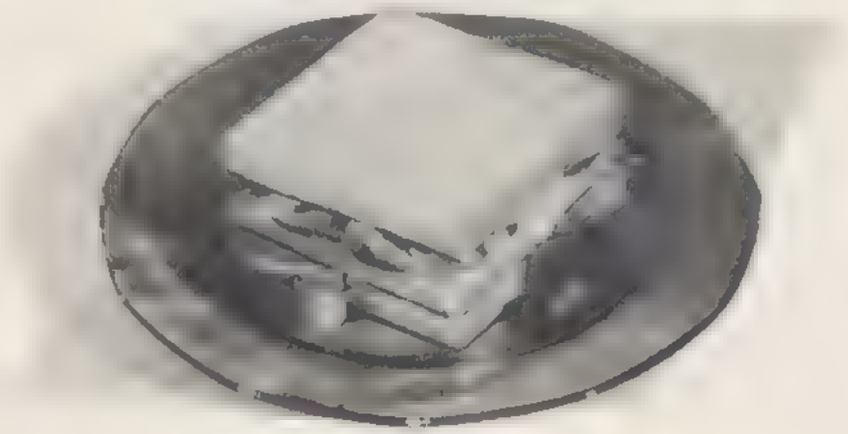
¼ cup butter
1 tablespoon minced watercress or parsley
A few dashes of Maggi's Seasoning
White bread
Whole Wheat Bread

Cream butter and work into this the watercress or parsley and a few dashes of Maggi's Seasoning. Spread white and whole wheat bread with this mixture, slice, put together in pairs and cut into finger lengths or rounds.

FANCY CHICKEN SANDWICHES

White Bread
1 cup minced chicken
Several dashes of Maggi's Seasoning
Salt
Pepper
¼ cup butter

Bread for these sandwiches must be very fresh. Cut crusts from all four sides of loaf. Mix chicken and seasoning with softened butter. Spread loaf lengthwise with filling and cut into thin slices. Roll lengthwise, seal with butter. Roll in a damp napkin or paper and chill at least fifteen minutes. Slice across into fourth-inch pieces.



How To Use Canned Vegetables*

FIRST METHOD

1. Turn the can of vegetables, liquid and all, into a shallow pan or skillet (an iron pan may darken the vegetables).
2. Aerate the vegetable by letting it stand uncovered, after it is opened, or by pouring it from one dish to another.
3. Turn on full heat and heat the vegetables rapidly, uncovered, to cook off the liquid more quickly. Evaporation is more rapid from a shallow, wide pan than from a deeper or narrower one.
4. When nearly all the liquid has been boiled off, add any seasoning desired. The vegetable may have butter or cream added, it may be escalloped or creamed, it may be made into soup, or it may be cooled and used in salad.
5. If the vegetable is to be served with a white sauce or other sauce, use the boiled down liquor for part of it.

Advantages of this method

More mineral salts and vitamins are retained.

Disadvantages of this method

Flavor lost, consequently less palatable. Also vegetables are apt to be over cooked.

SECOND METHOD

1. Turn the can of vegetables, liquid and all, into a shallow pan or skillet.
2. Drain off all the liquid (which can be used for soups or as a beverage especially in hot weather).
3. Leave exposed to air a short time.
4. Add a small quantity of water, heat quickly so as to steam the vegetables, add butter or cream or any seasoning desired.

Advantages of this method

More natural flavor. More like fresh vegetables. More tasty to the palate.

Disadvantages of this method

Less mineral salts and vitamins but still sufficient for average purposes.

CANNED SOUPS

Dilute any canned soup with milk or water and add Maggi's Seasoning to taste.

* REMARK —In both methods the addition of a few dashes of Maggi's Seasoning, right before serving, will remarkably enhance the fine natural flavor of the vegetables and make them more savory.

The Story of Maggi's Seasoning

FOR almost half a century Maggi's Seasoning has been the outstanding favorite of all Europe and it is in constant use in millions of Continental homes.

Maggi's Seasoning has earned its eminence in European cuisine because of the subtle manner in which it enhances the natural delicious flavors of the dishes with which it is used.

In many cases a few dashes of Maggi's Seasoning instantly elevate a dish of commonplace flavor to the very peak of flavor perfection.

Maggi's Seasoning increases the palatability of such dishes thereby promoting better digestion and assimilation of the food taken.

As a means of economy, the use of Maggi's Seasoning permits saving on costly ingredients and yet retains the perfection of the dishes. This is particularly emphasized in stews, ragouts, hashes, etc. . . . for the more economical cuts of meats may be used and by the addition of Maggi's Seasoning to their gravies they immediately acquire the character of prime cuts.

Its great seasoning capacity makes a small bottle of Maggi's Seasoning go a long way. It means many more perfect dishes at less cost.

Maggi's Seasoning perfectly blends most any flavor of dishes and enhances it without altering or covering it.

Maggi's Seasoning is in the true sense of the word an infallible help for every kitchen. Many homes have it on their table for the family which allows each one to season to his or her own taste.

Maggi's Seasoning is indispensable to the discriminating and lovers of perfect food.

Maggi's Seasoning keeps indefinitely even in an open bottle.

Get to know Maggi's Seasoning through using it. Then you too will realize why this seasoning is so indispensable to millions of homes.

PROCEDURE FOR THE ADDITION OF MAGGI'S SEASONING

Consists in adding a few dashes . . . then mixing thoroughly . . . tasting and if perfection of taste is still lacking, carefully adding a little more Maggi's Seasoning, under continuous stirring and tasting . . . until the desired perfection is reached. Maggi's Seasoning should never become predominant in any dish—therefore used with discretion it always gives the desired "taste perfection."

NOTE—Maggi's Seasoning should not be added during cooking but only after dish is about ready to serve.

When to use Maggi's Seasoning

For *weak or "watery" soups,* which will be instantly improved and strengthened and acquire a rich meaty flavor.

When your soup supply is low and there are others yet to be served—such as unexpected guests—just thin out your regular soup by adding hot water—and, as if by magic, with the addition of several dashes of Maggi's Seasoning, the weakened soup will regain all of its former perfect strength and flavor.

For *sauces and gravies,* which will gain in strength and deliciousness of flavor.

For *all salad dressings,* to impart to them a new piquancy . . . a new thrill. Particularly recommended for endive, tomato, lettuce, alligator pear, potato salads, mayonnaise. Also as an addition to mustard.

For *fresh and canned vegetables,* to bring out their fine natural flavor and make them more savory.

For *egg dishes,* which will obtain an exceedingly pleasant taste. For soft boiled eggs . . . a few dashes of Maggi's Seasoning will make them more palatable.

For *all kinds of meat, fish and poultry dishes,* to enhance their taste to a surprising perfection.

For *invalids' and children's food,* a few dashes of Maggi's Seasoning stimulate the appetite and help digestion, without irritating the organism in any way, as is sometimes the case with condiments or other seasonings.

MAGGI'S SEASONING IS INDISPENSABLE

To strengthen the flavor of weak soups.
To accentuate the flavors of sauces and gravies.
To improve the delicacy of salad dressings.
To enhance the taste of vegetable, fish, egg and meat dishes.

Printed in U. S. A.

1001—10-31—100M

Your Problems . . .

Although Maggi's Seasoning is so simple, so easy, to use, and will so greatly assist you in the preparation of your meals, questions may arise in your mind from time to time. When this occurs, please write us fully. Let us know your problems so that we may solve them for you. We want everyone who uses Maggi's Seasoning to derive full benefit from its many usages.

MAGGI CO., INC.

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